



COVID-19 RESEARCH

Updated: 7-9-20

South Dakota

DATA AND INSIGHTS PROVIDED BY

Destination  Analysts

U.S. TRAVEL
ASSOCIATION

 ARRIVALIST

 str

 Travel
Intelligence

 miles
PARTNERSHIP

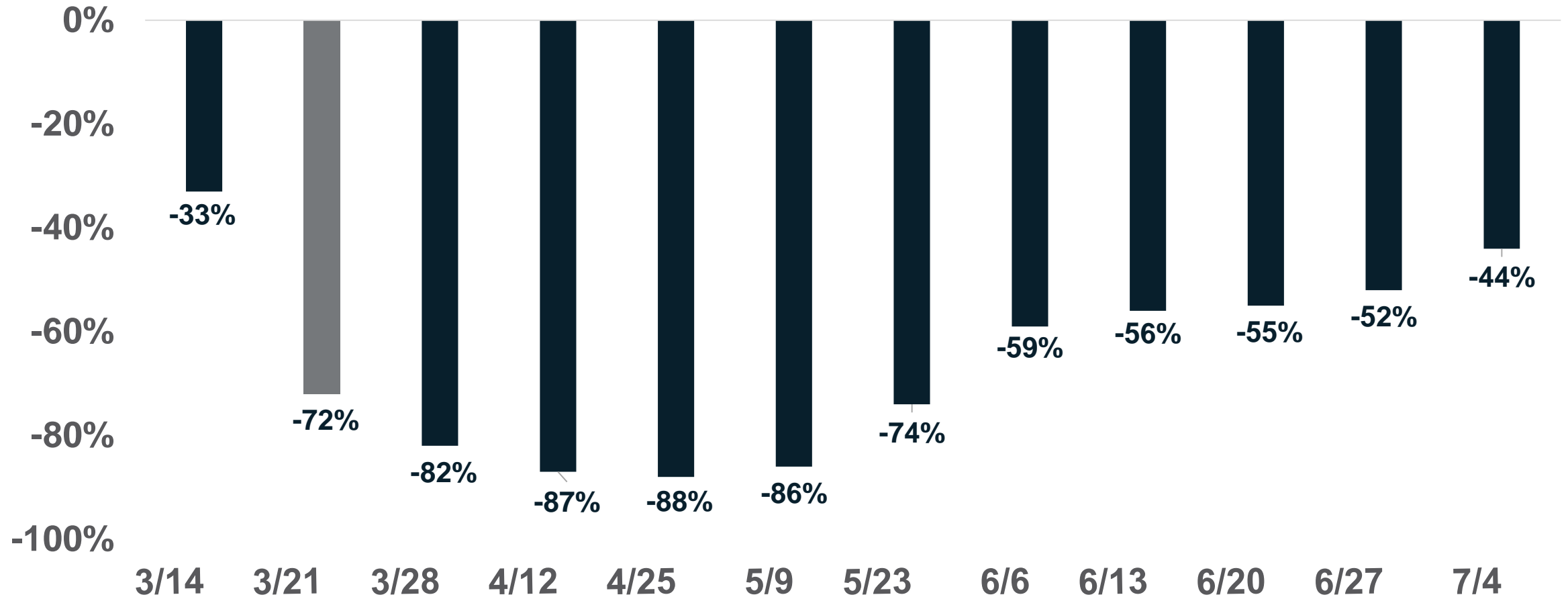
 TOURISM
ECONOMICS
AN OXFORD ECONOMICS COMPANY

 ADARA

 Longwoods
INTERNATIONAL

YEAR-OVER-YEAR % CHANGE

NATIONAL WEEKLY TRAVEL SPENDING



YEAR-OVER-YEAR % CHANGE

REGIONAL WEEKLY TRAVEL SPENDING

WEEK ENDING	6/13	6/20	6/27	7/4
SD	-46%	-43%	-37%	-26%
ND	-50%	-47%	-44%	-35%
IA	-52%	-50%	-44%	-33%
MN	-61%	-61%	-56%	-41%
WY	-50%	-45%	-39%	-31%

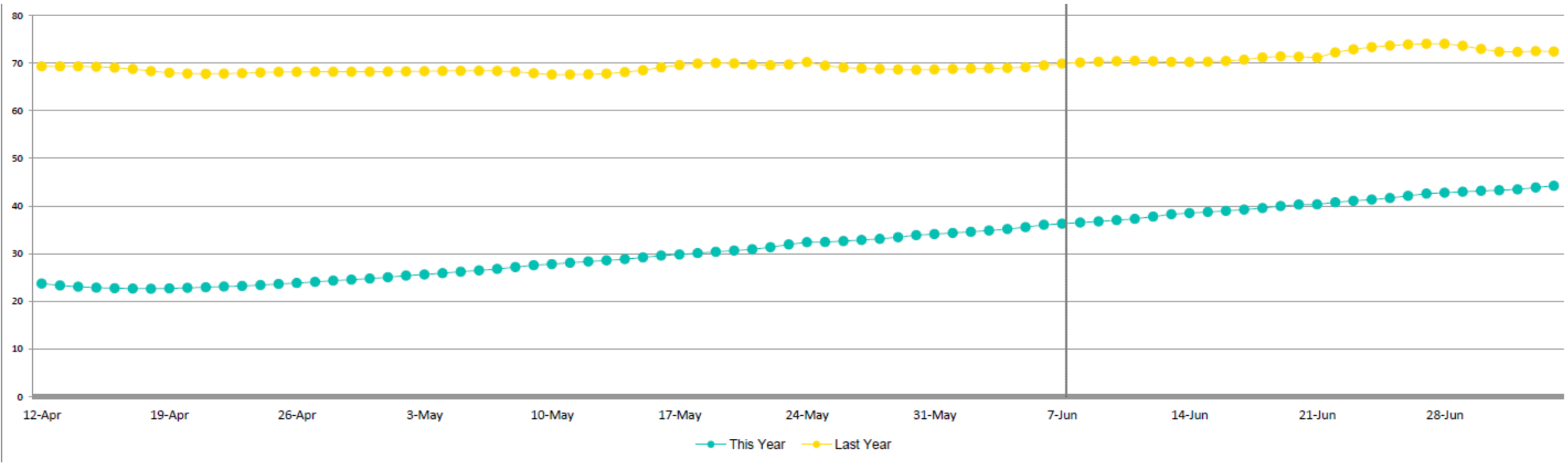


Source: Tourism Economics, "WEEKLY CORONAVIRUS
IMPACT ON TRAVEL EXPENDITURES IN THE U.S."



U.S. OCCUPANCY % APR 12 – JULY 4

AVG US HOTEL OCCUPANCY REACHED 45.6% LAST WEEK

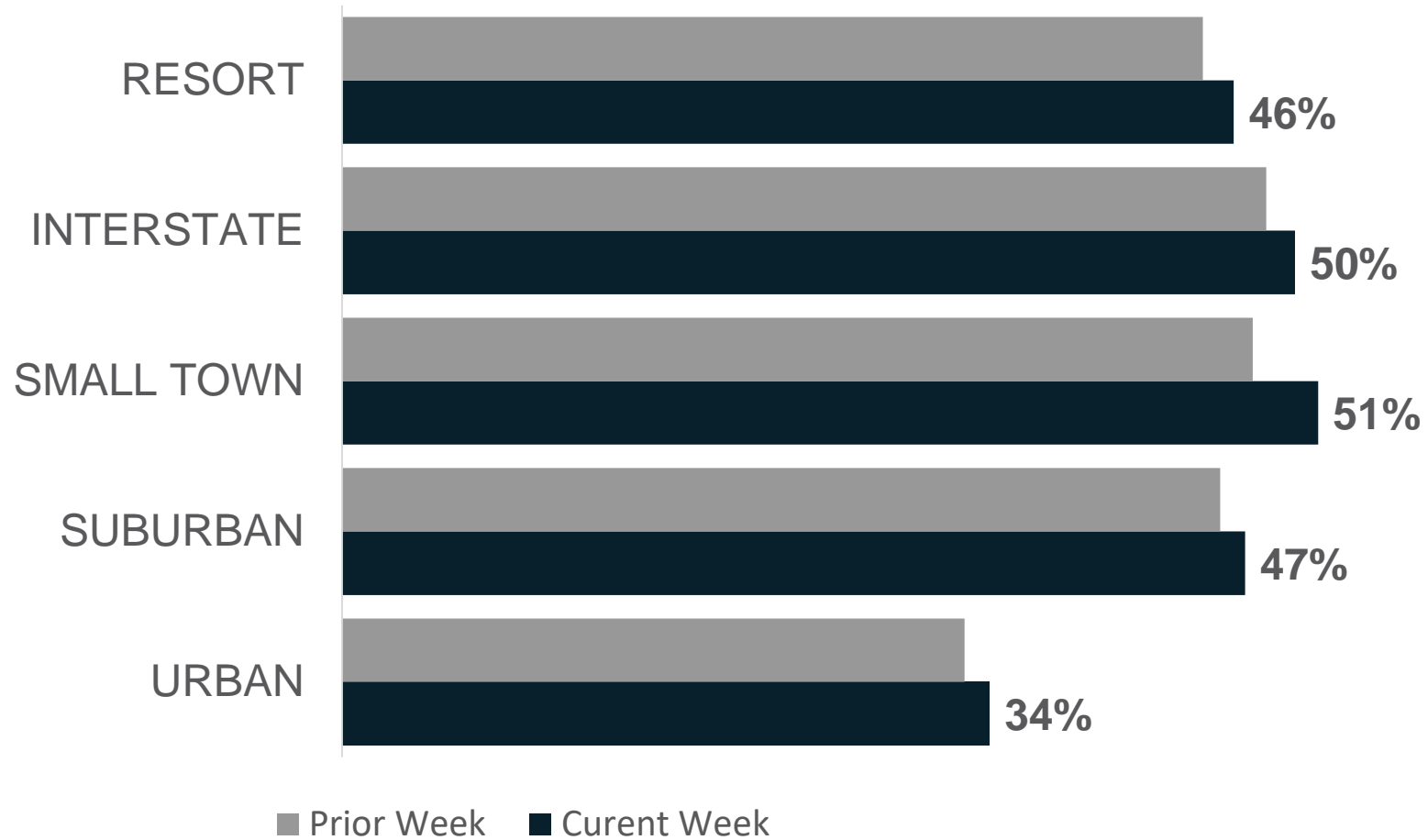


STR HOTEL REVIEW: Fielded on July 4, 2020



AVG U.S. OCCUPANCY BY LOCATION

FOR THE WEEK OF JUNE 28- JULY 4



ARRIVALIST DAILY TRAVEL INDEX

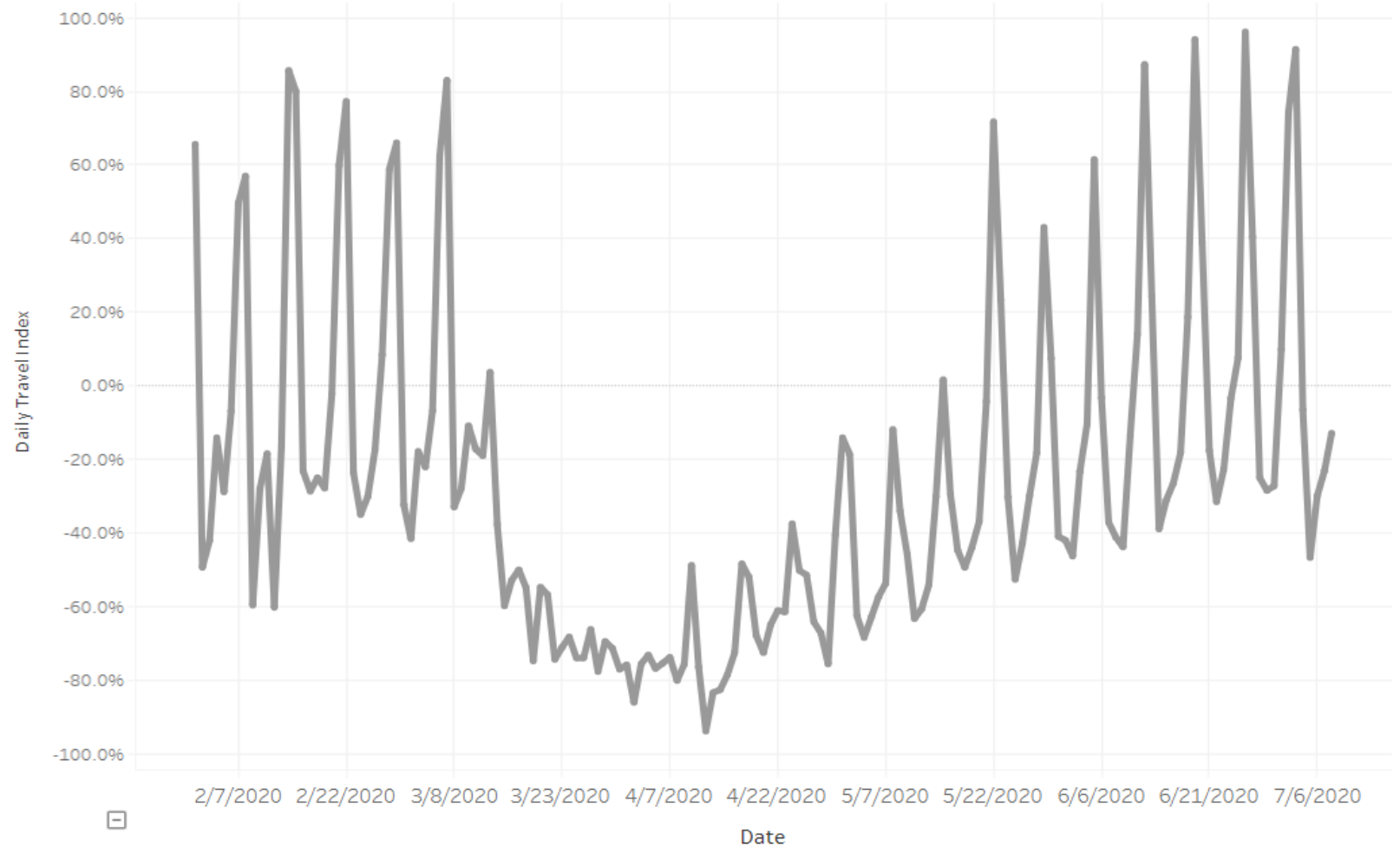
ROAD TRIPS OF 50 MILES OR MORE TO AND WITHIN SOUTH DAKOTA

Daily Travel Index

-13.1%

Week over Week Change

-3.8%

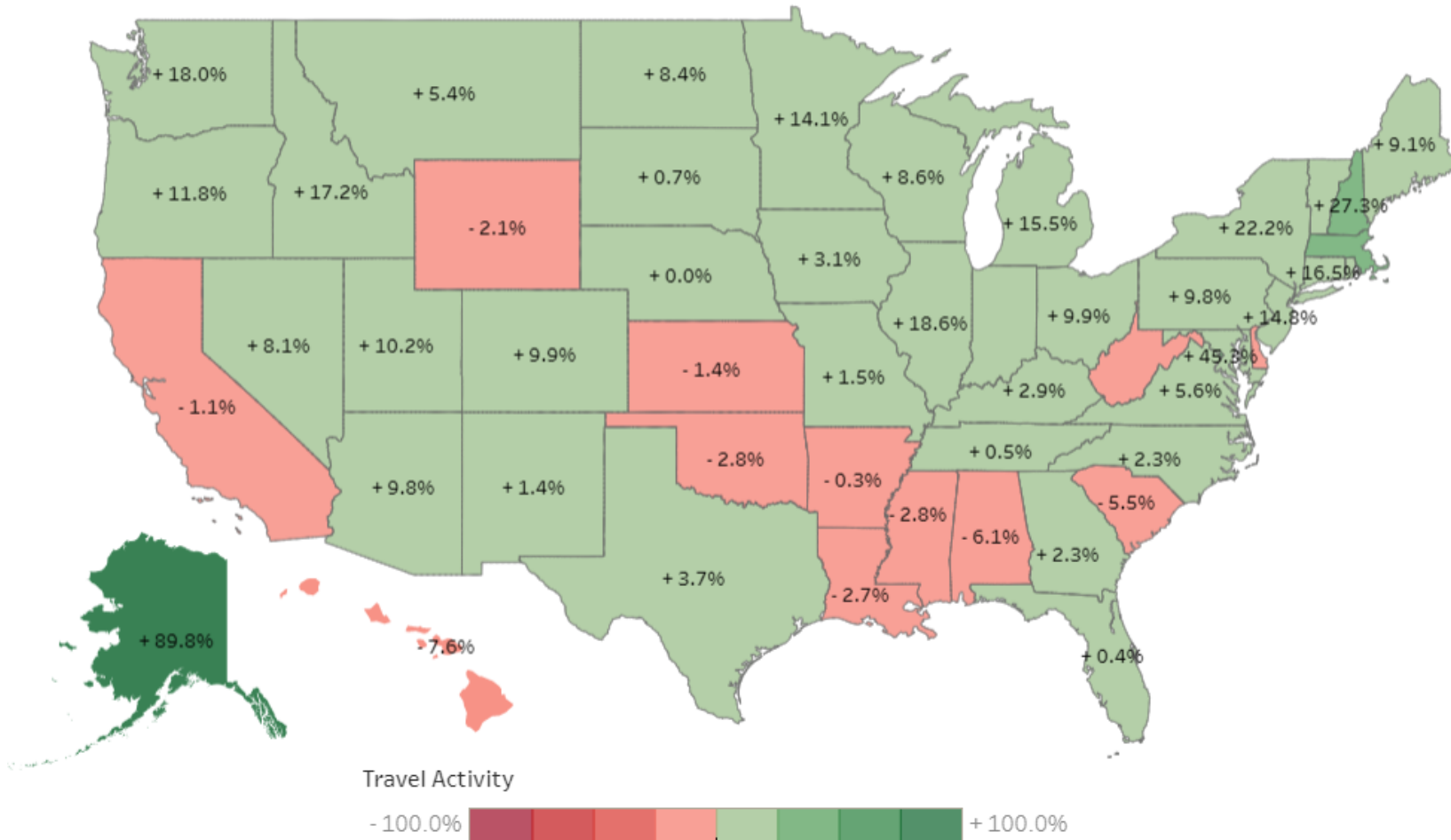


Arrivalist Daily Travel Index: July 8, 2020



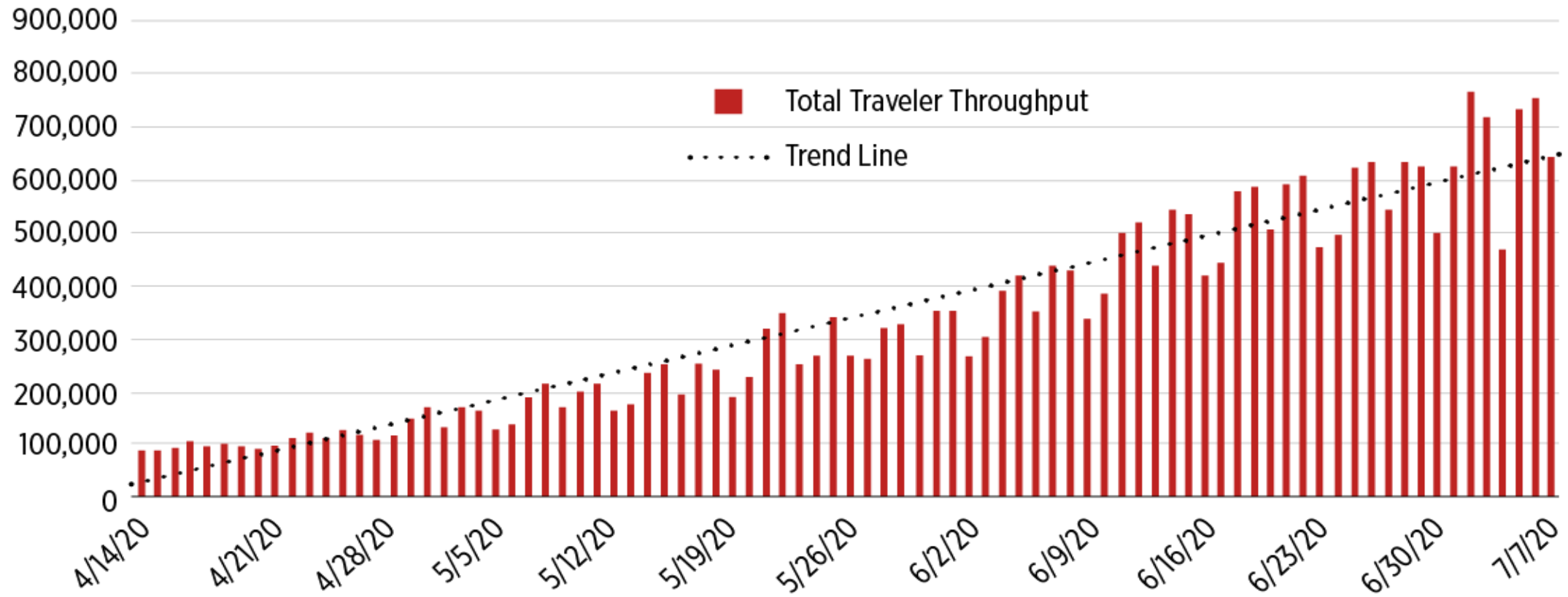
ARRIVALIST TRAVEL INDEX

ROAD TRIPS OF 50 MILES OR MORE AND NON COMMUTING – WEEK OVER WEEK CHANGE



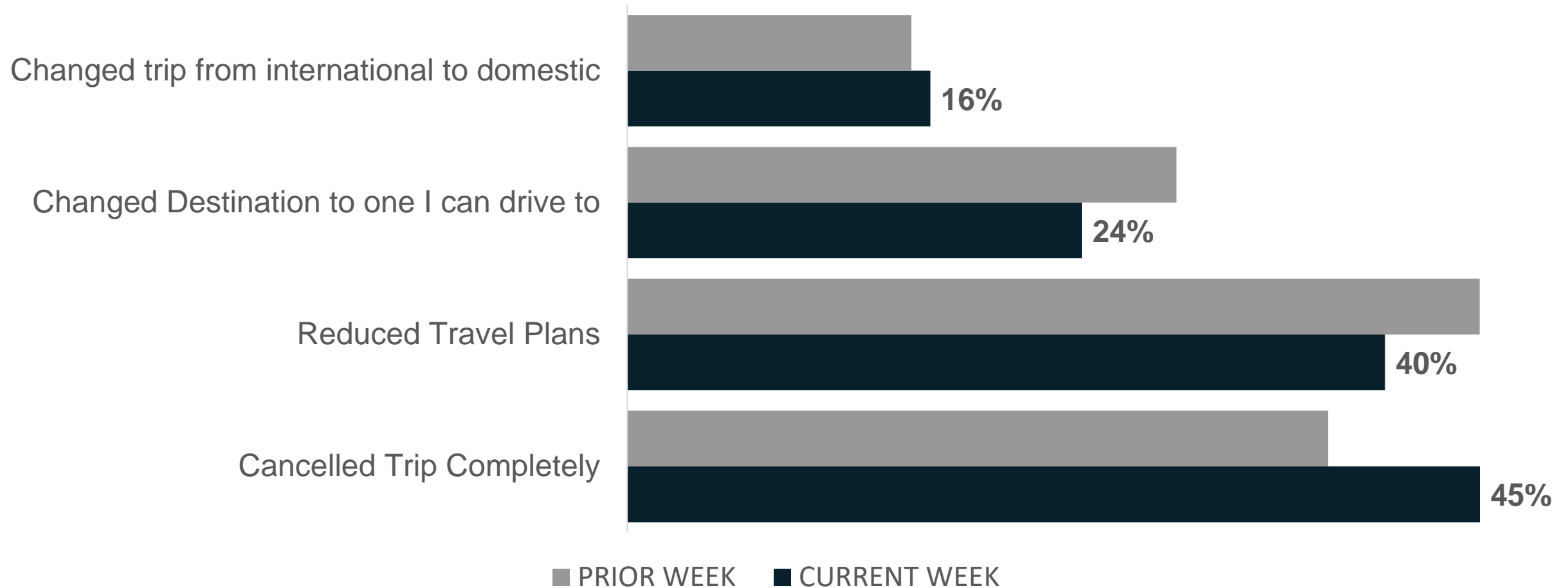
AIR TRAVEL

Number of People Screened at TSA Checkpoints – April 14 – July 7, 2020



UPCOMING TRAVEL PLANS COMPARISON

% OF US TRAVELERS ON HOW COVID-19 HAS IMPACTED THEIR TRAVEL PLANS

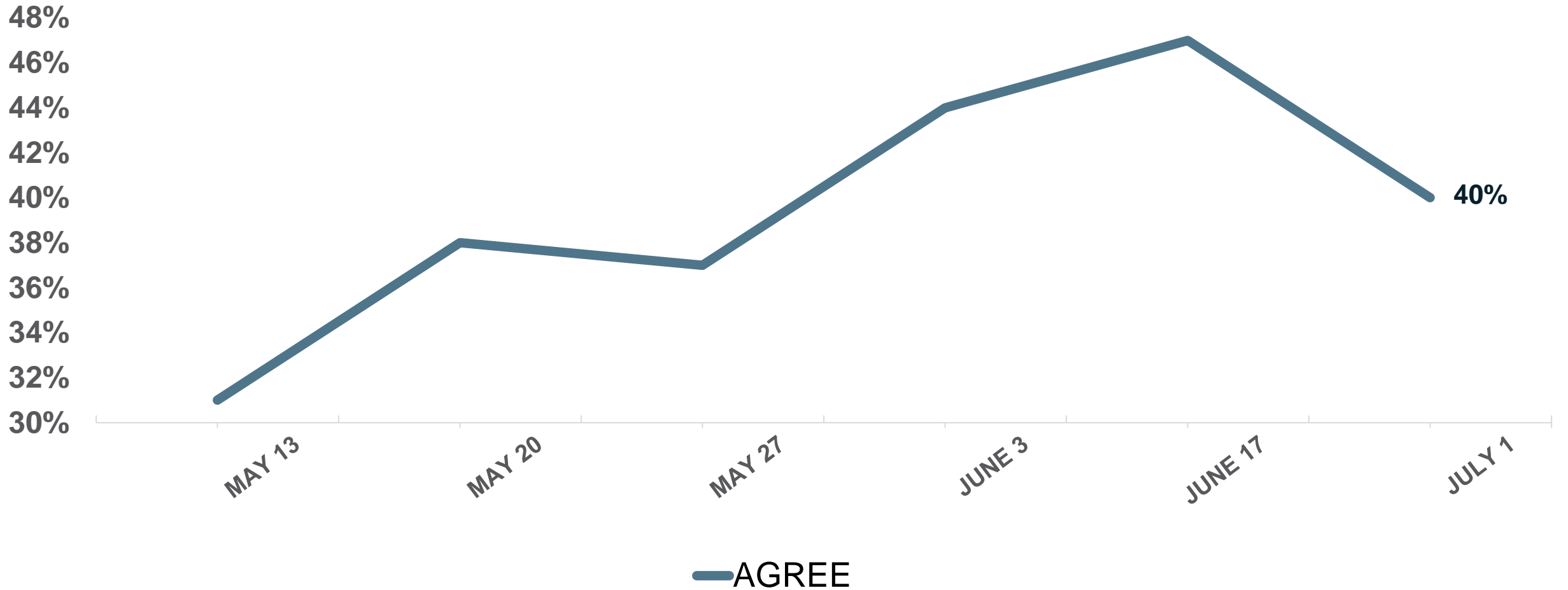


Travel Sentiment Study Wave 15: Fielded on July 8, 2020



LOCAL COMMUNITY

I WOULD FEEL SAFE DINING AND SHOPPING IN MY LOCAL COMMUNITY

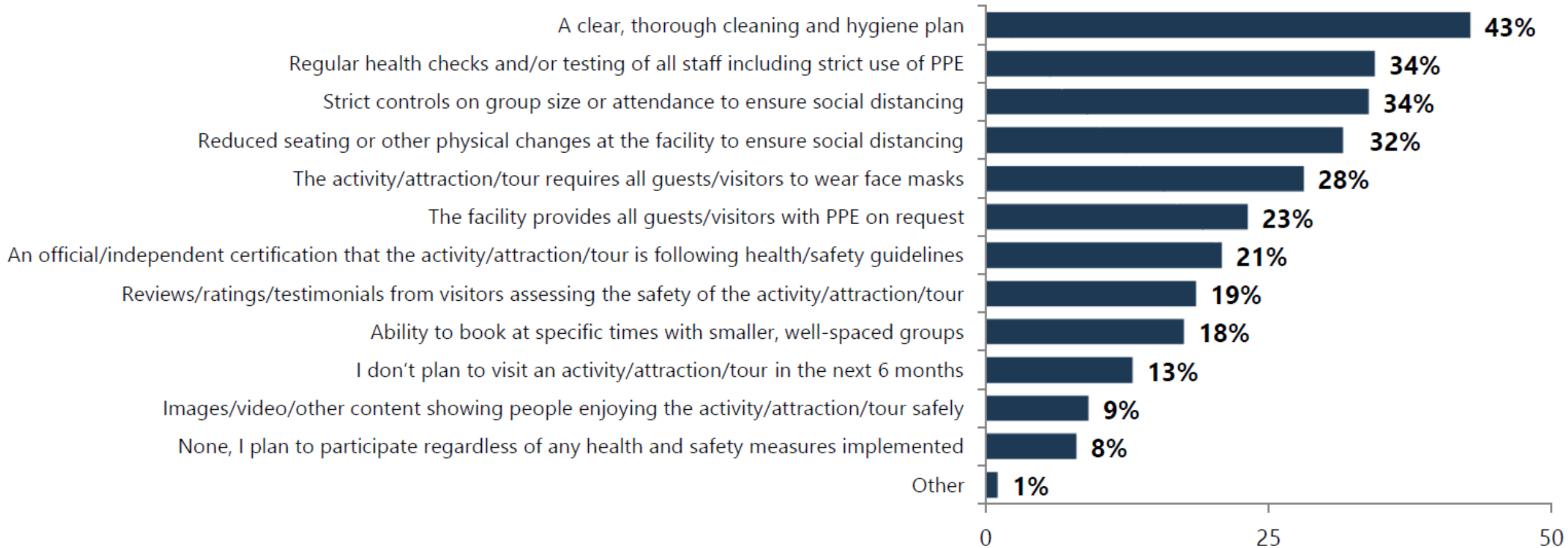


Travel Sentiment Study: Fielded on July 8, 2020



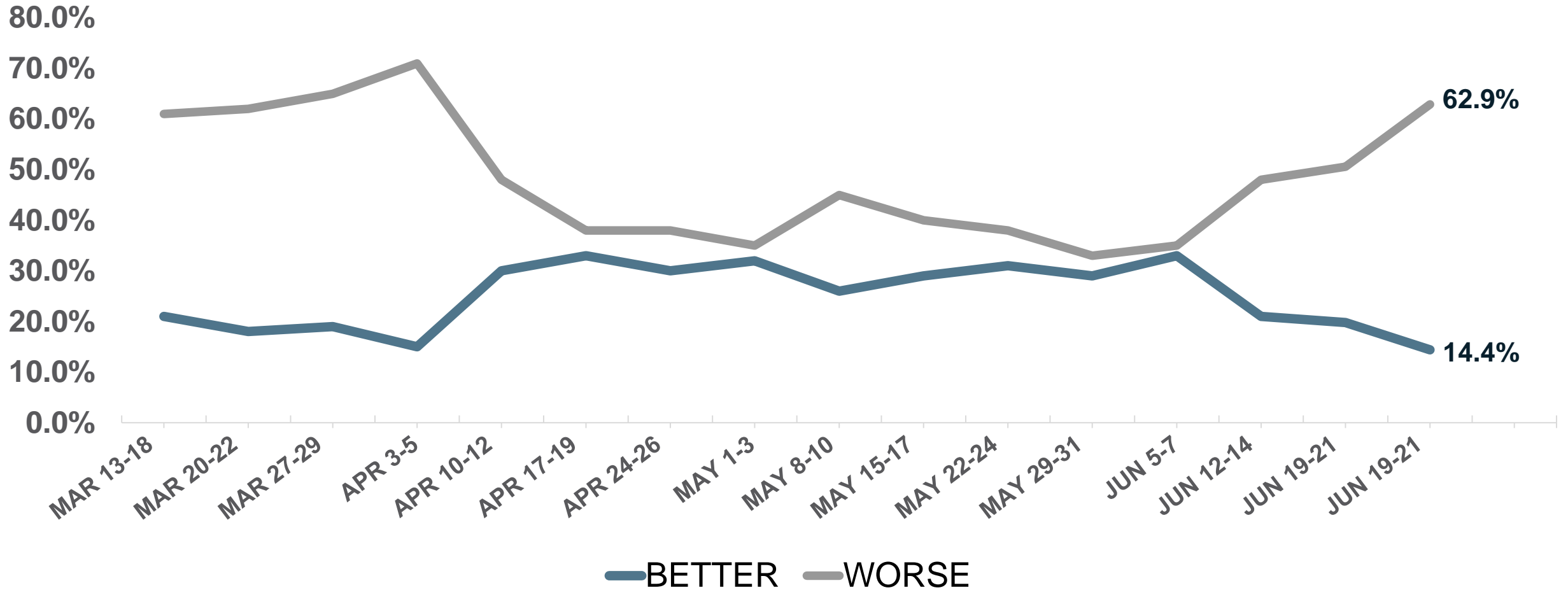
HEALTH AND SAFETY

Health and Safety Factors Important to Travelers When Considering Activities, Attractions or Tours



EXPECTATIONS FOR CORONAVIRUS

IN THE NEXT MONTH, HOW DO YOU EXPECT THE SEVERITY OF THE VIRUS TO CHANGE IN THE US

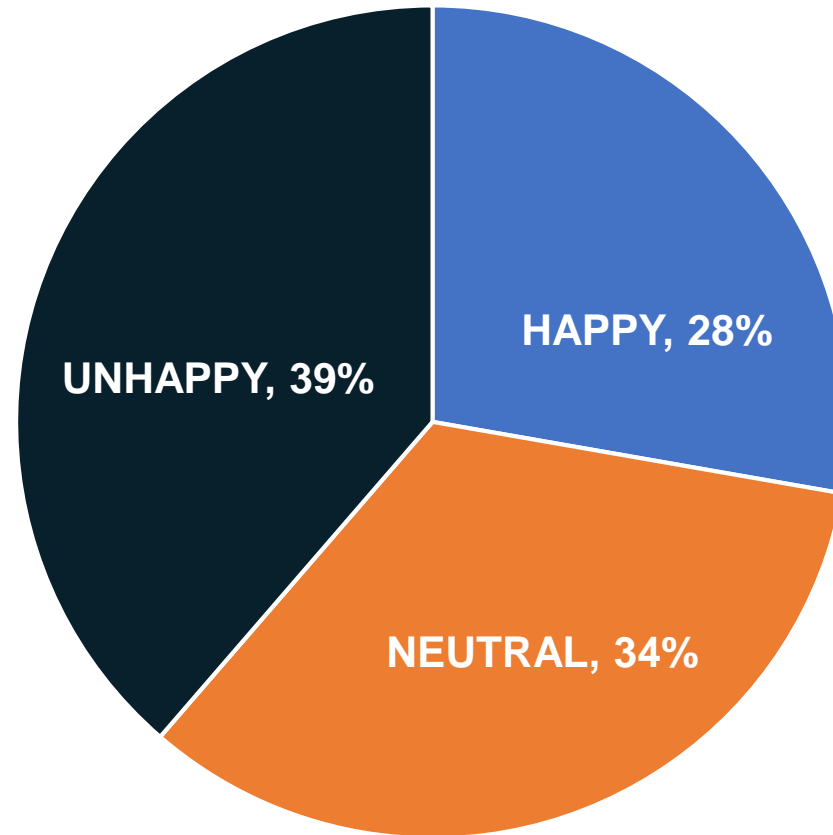


Travel Sentiment Study: Fielded on July 3-5, 2020



TOURISM IN YOUR COMMUNITY?

HOW WOULD YOU FEEL TODAY IF YOU SAW AN ADVERTISEMENT PROMOTING YOUR COMMUNITY



Travel Sentiment Study: Fielded on July 3-5, 2020[®]



TRAVELSOUTHDAKOTA.COM

WEBSITE TRAFFIC AND ENGAGEMENT – June 28 – July 4 2020 VS. PRIOR YEAR

+398%
SESSIONS

+387%
PAGEVIEWS

-5.7%
BOUNCE RATE

Jun 28, 2020 - Jul 4, 2020: ● Users
Jun 28, 2019 - Jul 4, 2019: ● Users

